

EXPERIENCE JAPAN and ASIA IN NEW YORK CITY

NOVEMBER 2016 #115 FREE

CHOPSTICKS NY®

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Gift 2016

Ideas to Add a Personal Touch to Your Gifts
10 Holiday Discounts and Promotions for You

SPECIAL REPORT

Evolution of TAIYAKI

DRUNKEN DUMPLING

At Drunken Dumpling we believe in quality over quantity, so we partnered with our local farms, and together we will satisfy your taste bud with some awesome dumplings and great beers!

137 1st Ave., (bet. Saint Marks Pl. & 9th St.)

New York, NY 10003

Mon-Thurs + Sun: 12 noon - 1pm and 6-10pm

Fri & Sat: 12 noon - 1pm and 6-12pm





Full listings of Japanese events in October in the north and high altitude mountains. By November beautiful colors cover the mountains throughout the country.

02 The Evolution of TAIYAKI

Invented in Japan about 150 years ago, Taiyaki - a Tai (eel) snapper-shaped pancake with a sweet filling, has been loved by all ages. It has evolved into various styles and flavor.

04 WHAT'S NEW

From shops, food, items, to services, here we introduce new things released and started recently. This month, we introduce **ALL NIPPON Airways** web content featuring Matsui Tetsuro, newly opened **Minato Kitchon** in World Trade Center, beauty products from **Shiseido** and **Cosme Shuen**, a limited-time **breakfast** through a 16-year old American girl's eyes, Kyoto-inspired coffee in **Cafe Zaiya**, green tea sweets from **Seiwa Bancha** and premium black beer from **Sapporo Beer**.

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The Evolution of Taiyaki:

A Japanese Street Dessert Filled with Happiness



Origins

Taiyaki literally means “grilled red snapper or sea bream,” but that’s not what we are going to talk about here. Taiyaki can also refer to a pancake filled with adzuki (red bean) paste in the shape of an adorable, anime-style tai-red snapper or sea bream. It is a street snack that has been enjoyed in Japan since the Meiji period (1868–1912).

Although its origins are somewhat murky, taiyaki is definitely derived from *honeyaki*, another popular street food. This pancake filled with red bean paste has been loved since Edo period (1603–1868), when it was sold near the Kanda (Kojimachibashi bridge) (where the name comes from). During the Meiji period, similar pancakes in various shapes were sold, but only taiyaki has survived to this day. Fish are considered a symbol of good fortune and happiness in Japan, and so are adzuki beans. So, taiyaki is not only a casual snack sold on the street, but also one full of happiness.



Types

Traditionally, you can make taiyaki in two different ways: using a pan with a single taiyaki mold and using one with multiple molds. The single pan allows a taiyaki

chef to flip it consistently to grill it to perfection. The result is a masterfully thin pancake size and an abundance of adzuki filling. The pan with multiple molds can make many taiyaki at once, but it is hard to flip the iron pan frequently since it is very heavy, so the taiyaki made with the multiple-mold pan has a thicker and fluffier cake layer. Taiyaki fans in Japan call the single-mold taiyaki *tenjin* (held) and the multiple-mold ones *yashiki* (gathered), using the same terms to distinguish between wild and farm-raised fish such as salmon, tuna, and yellowtail.



Variations

Taiyaki has evolved over the past 100 years, shaped by people’s preferences and current trends. Today, we have a variety of filling options in addition to the traditional red bean paste: custard cream, chocolate cream, cheese, and even savory stuffing. These days, there are also new types of batters, such as matcha (green tea)- or chocolate-flavored batter. Double-chocolate taiyaki (chocolate-flavored batter filled with chocolate cream) is especially decadent.

Handmade *hikaridai* taiyaki (taiyaki with wings) is becoming increasingly popular. In this style, the fish shape is surrounded by a thin, cookie-like rectangle, allowing you to enjoy both the fluffy cake and the crispy cookie at the same time. Croissant-style taiyaki are available, too.

Although it is not, strictly speaking, taiyaki, taiyaki ice cream has been loved in Japan for decades. Vanilla ice cream and adzuki paste are encased in taiyaki-shaped wafers called *monaka*.

Around 2010, the latest variation—the “taiyaki parfait”—debuted in Japan. This consists of ice cream topped with decorations, in a taiyaki cone. (The traditional taiyaki shape is a bit modified in order to accommodate the ice cream, though—the fish’s mouth is opened unusually wide.)

Taiyaki has evolved differently abroad. Introduced in Korea during the 1990s, taiyaki have been enjoyed there as *banggeoppang*, which literally means “crusade omelette/bread.” Banggeoppang, though, is shaped more like a generic fish, rather than a red snapper. Korea is also home to bite-sized mini taiyaki, which were invented there.



Taiyaki in New York

Here in New York, you can enjoy many types of taiyaki, from the original to the newer versions. If you want to try authentic taiyaki, go to **Staluka x Medeta!** in the East Village or **Dishinbo** in Midtown Marketplace (in Edgewater, New Jersey). They both carry traditional taiyaki with adzuki filling as well as some cream fillings. In **Bethanjojo** in Koreatown, you can try Korean-style taiyaki—both banggeoppang and bite-sized

mini banggeoppang, which they call *dishinjojo*. They offer croissant-style taiyaki as well. You can try ice cream in taiyaki cones at **Taiyaki NYC**, located between SoHo and Chinatown. **Ice & Pao**, a bubble-tea spot in Flushing, also serves taiyaki ice cream in various flavors.

Taiyaki in Staluka x Medeta! Parfais and adzuki-filled banggeoppang are the best combination.

croissant-style taiyaki as well. You can try ice cream in taiyaki cones at **Taiyaki NYC**, located between SoHo and Chinatown. **Ice & Pao**, a bubble-tea spot in Flushing, also serves taiyaki ice cream in various flavors.



Big taiyaki (left) and mini binged taiyaki (right) at Dishinjojo.

Staluka x Medeta!

208 E. 8th St., New York, NY 10003 | TEL: 646-298-5438 | www.stalukamedeta.com

Dishinbo at Midtown Marketplace

500 River Pl., Edgewater, NJ 07020 | TEL: 201-940-9522 | www.midtown.com

Bethanjojo

711 W. 32nd St., New York, NY 10001

Taiyaki NYC

105 E. 4th St., New York, NY 10003 | TEL: 212-695-2822 | www.taiyakiny.com

Ice & Pao

730-37 Northern Ave., Flushing, NY 11354 | TEL: 646-383-0881 | www.iceandpao.com

Make Your Own Gluten-Free and Savory Taiyaki



If you have a taiyaki pan or waffle mold at home, you can choose any batter and any filling you like. (Taiyaki pans are available online for \$29 to \$39.)

Gluten-Free Taiyaki (Makes 2 pieces)

Ingredients

- 1/3 cup gluten-free all-purpose flour □ 1 egg □ 1/4 cup milk □ 1 tbsp sugar
- 1/3 cup adzuki (red bean) paste □ Oil for brushing pan

Directions

1. Mix flour, egg, and milk well to make batter.
2. Heat the taiyaki pan at medium heat.
3. Brush pan with oil and pour the batter into the taiyaki pan on a grill.
4. Place two spoonfuls of red bean paste in the center of the fish halves and cover with batter.
5. Close the pan and grill both sides 2 minutes each. Flip a couple of times to cook both sides evenly.

Savory Taiyaki (Makes 2 pieces)

Ingredients

- 1/3 cup pancake mix □ 1 egg □ 1/4 cup milk or water
- 1/2-1 sausage □ Oil for brushing pan

Directions

1. Make batter by mixing pancake mix and milk or water.
2. Cut sausage into small bits.
3. Heat the taiyaki pan at medium heat.
4. Brush pan with oil and pour the batter into the taiyaki pan on a grill.
5. Place sausage bits in the center of the fish halves and cover with batter.
6. Close the pan and grill both sides 2 minutes each. Flip a couple of times to cook both sides evenly.



Frozen Taiyaki

If you don't want to buy a special taiyaki pan but want to enjoy freshly cooked taiyaki at home, try frozen taiyaki available at Japanese grocery stores. Cook it in water for the microwave or toaster oven for 2 to 3 minutes. The photo here is of one made in a toaster oven. It gives the taiyaki a crispy texture, making it the perfect complement to the red bean paste.



Feel the Beat of MATSURI through ANA's "IS JAPAN COOL?" Website



This September, All Nippon Airways (ANA) launched fresh content on its "IS JAPAN COOL?" website www.ana-cool.jp/en. Created in 2012, the "IS JAPAN COOL?" website delves into Japanese culture and promotes travel to Japan by introducing the appeal of different destinations. The site has so far issued 11 in-depth feature stories focusing on themes symbolic of Japan, including Tokyo, Okinawa, Kansai, Rinsen, and Waseika. The 12th theme of "Matsuri" will help international visitors discover Japanese festivals.

Japan's many matsuri festivals attract visitors with their celebratory rituals, dynamic spirit, scenic locations, and beautiful style. Each matsuri has a distinct feature that is deeply embedded in the local cultural climate. Through the website ANA strives to convey this festive energy and intense excitement to visitors. The new website portal with a novel that gives visitors the opportunity to experience KOTO's (internationally known taiko drumming group) overwhelming performance. The 3D-like surround sound resonates the beat of Japanese matsuri festivals and invites you to the virtual world.

In addition to this multi-media novel, another characteristic of the new matsuri section is a festival guide that provides background information on various matsuri and their main features. This portion enhances readers' understanding of aspects such as mikoshi (portable shrine), music, dance, costumes, etc. It also shares related data like festivals' official websites and event details. If you're planning a trip to Japan or just dreaming of one, check out all its matsuri festivals have to offer.

Matsuri section can be found on www.ana-cool.jp/en/content/matsuri



The project team behind the site created KOTO, a Japanese drumming group located in Los Angeles, to compose a completely original song with the theme of Japanese culture.



The website provides a wide information on Japanese matsuri held throughout different local regions all over Japan. It suggests visitors to watch movies, to buy tickets and more.

DRINK

Sapporo
Premium Black
U.S. Debut

the company's 140th anniversary. This beer marks Sapporo's venture into the new front of dark lagers, and it has a bold, deep taste that goes down easy. The Premium Black Beer reflects Sapporo's commitment to high quality and the best ingredients, as well as its history of having the first Japanese brewmaster train in Germany and go on to combine his knowledge with Japanese manufacturing techniques to make truly unique beer.

It is a dark lager characterized by a rich flavor provided by the slightly bitter hops, and its clean finish is notable. You will appreciate the black malt's fragrance and a smooth aftertaste that never gets old. The Premium Black Beer can be enjoyed with anything from mild to spicy in cuisines such as German, Asian, Cuban and Latin. Especially recommended are grilled meat and hamburgers, as well as lightly seasoned fish and roasted vegetables. For desserts, chocolate soufflé and crème brûlée go perfectly with the black malt's fragrance. Why not try one of these mouthwatering combinations for yourself?

Info: www.sapporobeer.com



Though black, it has more of a nut, less of astringency than specialty selected black malt.

The rich, full-bodied and powerful taste of Sapporo Premium Black goes great with spicy dishes.



BEAUTY

Shiseido Skin-care Products
Help You in
Defying Harsh
Weather

As cold and dry weather approaches slowly but surely, we need to reset our skincare regimens. Shiseido, one of the oldest cosmetics companies in the world, released their fall collection including two new items in the popular Bio-Performance series.

Bio-Performance LiftDynamic Eye Treatment is a multi-benefit hydrating eye cream

that rejuvenates the eye area, addressing supple, firmness and the appearance of wrinkles and dark circles by supporting skin's natural restorative powers.

Developed by using advanced technology to restore the appearance of youthful skin, Bio-Performance LiftDynamic Cream also has multiple benefits, making your skin firm, sculpted and defined.

Get ready to fight New York's harsh weather for your skin with the high-performance Shiseido products.



Info: www.shiseido.com

SHOP

Premium
"Wagashi"
in the World
Trade Center

Tower 4, and become able to cater time elegant and scrumptious sweets and snacks to wider audiences, including tourists and commuters.

Celebrating this opening, they launched a new item Rainbow Waffle "Using 'rainbow' as a sign of good luck and fortune; this colorful waffle features a layer of wavy cookie and cream, which comes in seven different colors and flavors: Plain, Orange Tea, Shochu (chocolate), Strawberry, Blueberry, Lemon and Mango. Rainbow Waffle is offered for a limited time only, so check out the World Trade Center location before it runs out.

Missouri Kitchen World Trade Center Store
Tower 4 B1 | TEL: 212-982-9910 | www.tokidoki.com



SWEETS

Delicate, Gluten-Free Matcha Cookie from Kyoto

With over a thousand years of history and tradition, Japan's ancient capital, Kyoto is synonymous with elegance and sophistication. Brought by MALEBRANCHE, Kyoto-based confectioner, Mitsu CHA DHA is a matcha cookie made by combining native Kyoto heritage with French confectionery techniques.

Matcha is a powdered green tea that has traditionally been enjoyed in thick froths or thin luscious variations. Koicha, the base of Mitsu CHA DHA cookies, is made with higher quality matcha, resulting in a richer flavor and allowing you to taste the inherent sweetness of the green tea. Mitsu CHA DHA cookies are also gluten free, as they are made with rice flour instead of wheat. These thin biscuits have a "melt in your mouth" appeal and are great as a stand-alone healthy snack, or to be paired with coffee and tea.

At the launch event held at the Whitney Museum of American Art's Studio Café on October 11th, James Beard Award-Winning Chef Michael Anthony shared his appreciation of matcha. Mitsu CHA DHA cookies are available for purchase in specialty stores, including Dean & DeLuca.



Photo: @chrisdewinter / @kisskisskisskiss
www.mitsu-cha.com

BOOK

Fresh Perspective through a 16 Year Old Girl's Eyes

her birthplace. After the war, intense, eye-opening summer in Japan, she returned to the U.S. and self-published the graphic diary to show what she discovered. *DIARY OF A TOKYO TEEN* is its upgraded, colored and up-scaled version published by TUTTLE Publishing. In the book, she explores the cutting-edge fashion district, Harajuku, eats the best sushi ever at Tsukiji fish market, and hunts down geisha in Kyoto. All the adventures and experiences through a sixteen-year-old American girl's eyes presented with her own illustrations, photos and musings give us a fresh look of Tokyo and Kyoto as well as her grandparents' home in Katsushika in Chiba Prefecture. Through her humorous, often hilarious depiction, readers naturally connect themselves with the country of wonders.



www.tuttlepublishing.com

BEAUTY

Cosme Proud's Newest Offering B.B Lip Saver

benefits are due to its combination of vitamins A, C and E, as well as 8 types of plant-based oils like babaco, 7 types of antioxidants offering UV protection, and 5 types of plant-derived water-retentive moisturizers.

B.B Lip Saver will gently and moistly repair lips that have a tendency to become rough and chapped. Its vitamin combination contributes to preserving coloring, and components such as hyaluronic acid and collagen alleviate troubling potential developments like wrinkles and skin deformation.

Thanks to it being both moist and non-sticky, it can be used as a regular lip cream or under lipstick or lip gloss.



Info: www.cosmeproud.com

DRINK

Artisan Coffee from Kyoto at Café Zaiya

The new Zaiya Coffee is made from the finest beans, composed of 50% Brazil, 30% Guatemala and 20% Ethiopia, and roasted meticulously to perfection in Kyoto under Ogawa Coffee's supervision. Brazilian coffee has a bitter taste like dark chocolate and a round texture. Guatemalan coffee has a citrus, sour taste and a sweet aftertaste. Ethiopian coffee has a mix of soft jasmine and spicy taste. Mix them all together and you will get a high-quality medium roasted coffee, a combination of "bitter," "sour" and "sweet."

Serving freshly baked bread and pastry as well as a variety of Japanese snacks and lunch menus, Café Zaiya is already a New Yorker's lunchtime staple. The new Zaiya/Ogawa Coffee blend coffee adds a twist to it.



Café Zaiya Midtown East 16 E. 41st St. (bet. Midway & 5th Ave.) New York, NY 10017
Tel. 212-713-0302 | www.zaiyaparis.com
Ogawa Coffee www.ogawacoffee.com

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Product Review: Sony PlayStation VR

Ideas to Add a Personal Touch to Your Gifts



The gift-giving season is just one month away. If you'd like to give original and unique gifts to your family and friends, it's never too early to start planning. The Japanese gift-giving culture during this season is a bit different from that in the U.S., but here are some tips you can incorporate into your gift giving.

Trends in Japanese Unique and Personal

During the *Otoshie* (year-end gift-giving) season in Japan, it is customary that Japanese people send gifts to their bosses, relatives, teachers, and anyone who gave them some kind of care. It's more social than personal, so popular gifts are things that can be consumed by a group of people, such as a pack of beer, sweets, characteristic assortments, cooking ingredients, and household goods (like a set of soap and shampoo or cleaning materials and towels). But recently the *otoshie* culture is changing slightly. It's shifting to more personal gifts given by younger people. Accordingly, popular *otoshie* gift items are changing. Rather than sending conventional gifts, people are becoming more creative in choosing gifts that fit the recipients' tastes and preferences. Regional delicacies, limited specials, and premium items are growing in popularity as *otoshie* gifts.

Social Media-Conscious and "Ittetsuna Kakera" Gifts

Also noticeable these days is that people, especially younger recipients, share their gifts on social media when they receive them. So your gift needs to have a "wow" factor. In order to make your gift expressive, you should add an original and personal touch to it. In Japan, there is a concept of "ittetsuna kakera," meaning "to use extra effort" (a phrase often used in cooking), and you can apply this to your gift giving. Here are some ideas from Chopsticks NY to make your gifts memorable and fun.

1. **Mix and match** You can buy multiple things and make your gift perfectly original and unique as well as show your taste.
2. **Attach tags** to your package. This might be the easiest way to add originality and express yourself.
3. **Use stamps or calligraphy** to make one-of-a-kind wrapping paper.
4. **Wrap your gift with washi paper.** This might be a little expensive because washi paper is not cheap, but your gift will look different as well as very elegant.
5. **Use furoshiki or bishag for wrapping.** You also can give furoshiki or bishag as a gift. (To learn about bishag wrapping, see page 13.)
6. **Think about an interesting color combination for your wrapping.** You'll probably also items like tissue paper, wrapping paper, ribbon, bags, shredded paper, or washi tape. Be creative when choosing the colors. It can be the gift recipient's favorite color or yours. If you want to use a traditional Japanese color combination, choose white, red, and gold.
7. **Write your message directly onto your gift wrapping with a silver or gold ink pen** (or you could even use oil-jelish).

Use Japanese Color Palette to Add a Japanese Taste

Even if you use Western style wrapping, you can still add a touch of Japanese taste by using red, gold and white.



Create Original Newspaper Clippings Using Scissors



in Style 2, *Design /* *newshour* can

Write Your Message Kindly on
Envelopes

Übung 1: $\frac{1}{2} \cdot \frac{1}{2} = \frac{1}{4}$ $\frac{1}{4} \cdot \frac{1}{4} = \frac{1}{16}$ $\frac{1}{16} \cdot \frac{1}{16} = \frac{1}{256}$
 Übung 2: $\frac{1}{2} \cdot \frac{1}{2} = \frac{1}{4}$ $\frac{1}{4} \cdot \frac{1}{4} = \frac{1}{16}$ $\frac{1}{16} \cdot \frac{1}{16} = \frac{1}{256}$



Winter of 1999-2000

[illegible]

Adams Originals™ - Wrappings



© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 103–110

Check Up with World Paper and
Milestone Threads



Play with Color Combinations:

Color can create a mood for the space. What do you like about this, really? In general terms, there are lots of choices for color. First, choose a color that you like.



10 Discounts and Promotions for You + an Air Ticket to Japan

For the upcoming gift-giving season, you are planning what to give your loved ones, but how about yourself? Here are 10 discounts and promotions from Chopsticks NY's clients specially for you, plus a round-trip air ticket to Japan* from us! This is a sweepstakes, so please follow the directions below.

How to Enter the Sweepstakes

1. Go to www.chopsticksnyc.com/gift2016 and answer 12 survey questions. It takes only 2 minutes.
2. Once you finish the survey, choose your favorite gift items, discounts, or promotions**. You can choose as many as you want.

*A round trip, economy class air ticket from New York to Japan. Airline is not determined yet.

**Available gift items, discounts, and promotions are listed on pages 10-12 in this issue as well as online.

Enter by
December
31



\$100
Gift Certificate

3 gift certificates are available to win for an air ticket to Japan.



Amnet is offering discounted air tickets only available by phone. Call to find the cheapest air tickets available.

Amnet

Amnet is a Japanese travel agency with 10 locations in the U.S. and Japan. They take a personalized approach to their service by consulting with their clients to find the best and so details that best accommodate their needs.

204 Madison Ave. (n. 42nd St.) #1708
1-800-329-2952 | www.bonnetland.com



\$200
Seitai Shiatsu

Only 1 gift certificate is available to win for Seitai Shiatsu treatment.



For an extra participating, second prize is \$100. Be selected. You will be free visit and bring 3000 upon your first visit. The Master Suzuki will give you a diagnosis and detect problems in your body.

Do-in Seitai Center

By using centuries old traditional Japanese manipulation techniques of Seitai Shiatsu, the Master Haruhisa Suzuki can target specific problem areas and alleviate pain without surgery. See testimonials on their website.

141 E. 50th St. (btw. Lexington & 3rd Ave.)
www.doinsaitai.com 1-212-683-9014



\$50

Gift Certificate

"Make your partner look good!" Every couple can receive a \$50 gift certificate. The certificate can only be used for hair cuts. (reg. \$150/ couple)



For a unique date idea, get a hair cut together before the holiday. The certificate makes it a wonderful present.
*Chopsticks NY members usually come for haircuts (photo on left)

Hair By Miyu

As a top stylist with years of experience in Japan and NYC, Miyu understands that each hair type requires its own treatment. Whether you have thick or thin hair, curly or straight hair, she will create a stunning cut tailored just for you.

256 E. 86th St. (bet 2nd Ave. & Cooper St.)
www.miyukhair.com | 917 482-9020



\$60

Gift Certificate

10 gift certificates are available to new clients who arrive in for a haircut with a gray hair color treatment (reg. \$100)



New clients who mention Chopsticks NY when making a reservation will receive a haircut for \$60 (reg. \$80). This promotion can only be used once and is valid until the end of February 2017.

Ken Shigematsu

Ken's gray hair treatment gives you a natural sandstone look without the drastic change. His masterful technique effortlessly blends the target color with your gray hair within 5 minutes. Please let us know the difference but won't know why.

122 5th Ave. (bet 19th & 20th St.)
ken@ksh.com



\$10

Gift Certificate

\$10 gift certificates are available to 80 Lucky winners for Kulu's special desserts to warm your heart.



Kulu Desserts is offering food under Bubble Waffles and Gyoza only in Downtown, Flushing and Roseton locations. The special bubble waffle "Yong Fries" come in actual Fries packs for you to enjoy.

Kulu Desserts

Kulu Desserts offers cakes, smoothies, coffee and Hong Kong style sweet soups that incorporate fresh herbs, pudding and baked jelly. In the daily months, it's a dessert that warms you up so it satisfies your sweet tooth.

125 W. 2nd St. (bet MacDougal St. & Ave of the Americas)
Tel: 212-498-0886 | www.kuludesserts.com



\$50

Gift Certificate

One lucky Chopsticks NY member will receive a \$50 gift certificate as a senior gift from McNulty's.



Even if you don't win the first prize, you can still win a senior gift certificate. All you need to do is buy a bag of McNulty's coffee during the promotion.

McNulty's

Since 1885, McNulty's has been the country's leading purveyor of choice coffees and tea. Find your favorite from our extensive selection of coffees and teas. Try our Pumpkin Spice Tea Set (reg. \$200) which is perfect for winter.

806 Christopher St. (bet Hudson & Bowler St.)
212-248-0001 | www.mcnultys.com



\$20
Gift Card

Win a special gift card that can be used at all Nijiya Market locations. 10 gift cards are available. These gift cards have no expiration date.



Nijiya Market

Nijiya is a Japanese grocery store that focuses on organic and healthy products as well as authentic food. Nijiya brand items, A wide variety of Japanese beauty items, American organic beauty products and popular drinks are also available.

1016 Central Ave. | Hempstead NY 11552
516-949-0175 | www.nijiya.com

\$50
Gift Certificate

SONGKRAM is an authentic yet modern Thai restaurant, we give away \$50 gift certificates to 4 lucky winners.



As this prize is a 10% off Weekend Lunch card will be given to everyone who applies for a SONGKRAM card. One yourself is delightful lunch in SONGKRAM to highlight your weekend.

SONGKRAM

SONGKRAM serves contemporary Thai food that reflects the fun and happiness of Thailand. Experience the Thai culture through their seasonal special dishes that you will never forget.

309 4th Ave. | 2nd Fl. | New York NY 10014
212-692-6767 | www.songkrathai.com



\$50
Gift Certificate

4 gift certificates are available to win for new customers only for a Regular Facial Treatment.



Mention Gopichand NY when making a reservation and you will receive a 10% off on Deep Pore Cleansing and Micro Dermabrasion \$90. This offer is only valid from until Feb. 28, 2017.

Spa Karen NY

A knowledgeable and experienced Japanese esthetician will provide treatments that are best for your skin type upon a thorough consultation. Relax your body and soul with Spa Karen NY a high quality treatments before the harsh winter begins.

75 W. 45th St. | 2nd Fl. | New York NY 10014
212-729-3521 | www.spakaren.com



\$85
Gift Certificate

30 gift certificates are available to win for a haircut and blow-dry (reg. \$140) valid Monday-Friday. Only available at the LUSH at East Village location.



New clients who mention Gopichand NY when making reservation will receive 20% off all services. The haircut demonstration gives a sense of high quality and value.

Tokuyama Salon

Celebrity hairstylist Taki Tokuyama has opened his own salon in the US in 2013. With experience in the magazine, TV and advertisement industry, this stylist provides colorwave styling techniques and services for hair types of every ethnicity.

210 E. 34th St. | 2nd Fl. | New York NY 10017
577 E. 34th St. | 2nd Fl. | New York NY 10017



Wrapping with Tenugui: Elegant, Easy, and Eco-Friendly



With the holidays nearly upon us, now is a good time to think about not only what we might like to give our friends and family, but how we will present these gifts. In Japan, the presentation of a gift is almost as important as the gift itself—beautiful wrapping conveys the care and thought you put into the gift as well as the respect and affection you have for the recipient.

We're all familiar with wrapping paper, but a more traditional—and eco-friendly—option is fabric. You may have tried square furoshiki, but another Japanese method involves *tenugui*, a rectangular piece of cotton. Originally used as washcloths and head wraps and now often used as wall hangings, *tenugui* come in an array of patterns and colors, and they are incredibly versatile. Unlike wrapping paper, *tenugui* can be used again and again (and if you make a mistake, you can always start again, rather than wasting crumpled paper), and they are particularly helpful in wrapping round objects.

Run Kabashima Kogenbrock, the owner of Wuhao NYC, exports beautiful *tenugui* from all over Japan, and she has kindly shared some *tenugui* wrapping tips:

For the cleanest look, Ms. Kogenbrock recom-

mends ironing your *tenugui* first. An easy way to start is by wrapping a rectangular-shaped object. Just fold one long side up, followed by the opposite side (the way you would if you were using paper—you don't need to use tape, though) and then tuck the fabric in a little at the corners as you bring both short ends up and tie them in a loose knot. Then, you'll want to iron any stray strings along the edge of the *tenugui*.

Once you've mastered the rectangular object, you might like to try wrapping two apples. Tie a knot in the middle of the *tenugui*, put an apple on each side of the knot, nestled in the folds of the fabric, and then twist each side and tie them together in another knot. If the ends of the *tenugui* are long, you can tuck each end into the holes of the knot to make a bow.

With *tenugui* wrapping, you will make a remarkable impression with two gifts: your present and the beautiful cloth that surrounds it.

—Reported by Kate Williamson

wuhao new york inc.
250 W. 30th St., 8th Fl., New York, NY 10014
TEL: 212-621-4745 | www.wuhao.com



Ms. Kogenbrock recommends using smaller patterns to small objects and saving larger pieces for larger presents.



Fold the bottom two sides of a *tenugui* up toward the bottom of a bottle and then roll the edges in.



Then, twist the *tenugui* around the bottle and secure the top of the twisted fabric with a decorative knot.



Special *tenugui* can be used to wrap sensory gift items and other items even for babies and toddlers.



Shop Chops

The following is a list of shops where you can buy Japanese goods, services and art.

- Coupons available at www.shopchops.com
- Click on the link to visit the shop's website.

FASHION

Upper West	Girl's Kids*
401 Chelsea Ave. (at 7th & 8th St.) 212-254-7100	
Upper East	R by Kiyon
1111 Park Ave. (at 86th St.) 212-273-6665	Clothing
Midtown West	Midu House
1400 3rd Ave. (at Riverside Dr.) 212-254-7100	Clothing
Midtown East	Zoro Holdings Inc.
300 Madison Ave. (at 40th St.) 800-400-0882	Accessories
Greenwich	Bradeins New York
88 Madison Ave. (at 7th St.) 212-662-2073	Jewelry
East Village	Patricia Field
300 Broadway (at Bowlin St.) 212-464-4261	Clothing
East Village	Tokio J
60 E. 1st St. (at 1st St.) 212-224-8143	Clothing
SoHo	Old & Kids Village
225 Broadway (at Mar. 1st & 2nd St.) 212-512-1458	Clothing
SoHo	Arb
250 W. Broadway (at 8th St.) 212-224-7101	Accessories
SoHo	Bradeins New York
211 Broadway St. (at 7th St.) 212-642-6626	Jewelry
SoHo	Forest Index
124 Grand St. (at Mar. 1st) 800-411-4335	Furniture
Greenwich	Bradeins New York
136-200 Broadway (at 7th St.) 212-662-2073	Jewelry
Lower East	Midu House
400 Broadway (at 10th St.) 212-254-7100	Clothing
Lower East	URUO
1 Canal Street (at 1st St.) 917-444-4799	Clothing

J-POP CULTURE

Upper East	Shiro Giki Shop
211 Park Ave. (at 1st St.) 800-411-4335	Toy
Midtown West	Onk OB*
40 W. 34th St. (at 3rd St.) 212-693-9100	Book
Midtown West	Kaneshiro Bookstore
120 Park Ave. (at 3rd St.) 212-693-9100	Book
Midtown West	Midu House Comics*
300 W. 42nd St. (at 11th Ave.) 212-254-7100	Manga

Midtown East	JND Comic Books
210 E. 57th St. (at 3rd Ave.) 212-693-9100	Manga
Midtown East	Midu House Comics*
400 Madison Ave. (at 34th St.) 212-254-7100	Manga
Chelsea	Cassio Cassio
100 E. 23rd St. (at Mar. 1st & 2nd St.) 212-693-9100	Manga
Chelsea	Image Anime*
200 W. 23rd St. (at 11th Ave.) 212-693-9100	Anime
West Village	AC Gears
117 W. 11th St. (at Broadway & University Pl.) 212-254-7100	Video
East Village	Forbidden Planet
200 Broadway (at 1st St.) 212-464-4261	Toy
East Village	Kimo Video St. Marks
101 1st Ave. (at 1st St.) 212-254-7100	Video
East Village	St. Marks Comics
110 St. Marks Pl. (at 1st St.) 212-254-7100	Manga
East Village	Season Mart
110 E. 11th St. (at 1st St.) 212-254-7100	Video
East Village	Toy Tokyo
110 E. 11th St. (at 1st St.) 212-254-7100	Toy
East Village	Video Games New York
110 E. 11th St. (at 1st St.) 212-254-7100	Video
SoHo	Kid Rebel
110 W. 11th St. (at 1st St.) 212-254-7100	Toy
SoHo	Season Mart, SoHo
110 W. 11th St. (at 1st St.) 212-254-7100	Video
Greenwich	Season Comics*
250 W. 11th St. (at 1st St.) 212-254-7100	Video
Long Island	Anime Castle
21 Long Island Ave. (at 1st St.) 212-254-7100	Video
New Jersey	Goodies Planet
100 W. 11th St. (at 1st St.) 212-254-7100	Toy

TRADITIONAL

Long Is.	J-Life International, Inc.
100 W. 11th St. (at 1st St.) 212-254-7100	Video
Midtown West	Kaneshiro New York
110 W. 11th St. (at 1st St.) 212-254-7100	Video
Midtown East	Midu House Kitchen*
110 W. 11th St. (at 1st St.) 212-254-7100	Cooking
Midtown East	Precious Precious
110 W. 11th St. (at 1st St.) 212-254-7100	Furniture

Chelsea	KYOTOYA
210 W. 11th St. (at 1st St.) 212-254-7100	General
East Village	Makoto
110 W. 11th St. (at 1st St.) 212-254-7100	General
SoHo	Kaneshiro House
110 W. 11th St. (at 1st St.) 212-254-7100	General
Greenwich	J-J Design
110 W. 11th St. (at 1st St.) 212-254-7100	General
New Jersey	Moss New York
110 W. 11th St. (at 1st St.) 212-254-7100	General
Greenwich	Makoto International
110 W. 11th St. (at 1st St.) 212-254-7100	General
Japan	Japan Square
110 W. 11th St. (at 1st St.) 212-254-7100	General
Chelsea	Makoto New York
110 W. 11th St. (at 1st St.) 212-254-7100	General

GALLERY

Upper West	Gallery Sakiko
110 W. 11th St. (at 1st St.) 212-254-7100	General
Midtown East	Russian Gallery*
110 W. 11th St. (at 1st St.) 212-254-7100	General
Chelsea	American Art Gallery
110 W. 11th St. (at 1st St.) 212-254-7100	General
Chelsea	WFOO Gallery
110 W. 11th St. (at 1st St.) 212-254-7100	General
Chelsea	Quinn Gallery
110 W. 11th St. (at 1st St.) 212-254-7100	General
Chelsea	PicAn
110 W. 11th St. (at 1st St.) 212-254-7100	General
Lower East	Asian American Arts Ctr.
110 W. 11th St. (at 1st St.) 212-254-7100	General
Lower East	gallerie eastwestnight
110 W. 11th St. (at 1st St.) 212-254-7100	General

Chelsea	Gallery Den
110 W. 11th St. (at 1st St.) 212-254-7100	General
OTHER	
Midtown West	Toko Shiro N.Y.*
110 W. 11th St. (at 1st St.) 212-254-7100	Jewelry
Midtown West	ZFANCU Shoemakers
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Midtown East	IPPOO TEA
110 W. 11th St. (at 1st St.) 212-254-7100	Tea
Greenwich	Hosono
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
West Village	McNulty's Tea & Coffee*
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Lower East	The Musicians & Tea House
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
New Jersey	Nippon Arts Lessons
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Chelsea	IGI Japan
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Chelsea	URUO Fresh Tea
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
HOUSEHOLD GOODS	
Upper East	Sore Japanese Pottery*
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Midtown East	Japanese Culinary Center
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Chelsea	Kimo*
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
Chelsea	Sore Japanese Pottery*
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes
New Jersey	Kitchenware Central
110 W. 11th St. (at 1st St.) 212-254-7100	Shoes

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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constant quality improvement.

Vol. 64 - MONO of the month

PlayStation VR

Successfully donning a headpiece and being immersed in a virtual world was a pipe dream for generations. Various attempts, both experimental and commercial, have come and gone. It has only been in the last couple of years where existing technology seemed to finally be ready to deliver truly convincing 'virtual reality.' But you really know that the world is ready for it when juggernaut Sony throws its hat in the ring—its PlayStation VR (PS VR) is poised to become the most fully realized experience available to the widest range of consumers.

For generations, there has always been some sort of revolutionary Sony product on the market: from transistor radios to televisions, the Walkman and—of course—the PlayStation. The PlayStation in particular has been arguably one of the most influential video game systems since the 1980s, with its PlayStation 4 moving more than 40 million units worldwide since launching in late 2013. The PS VR, which is to be coupled with the machine, is the latest line of game accessories, which is not the most accurate way to describe it—the PS VR is, in fact, a game changer. Perhaps to many, it will be the future they were waiting for.

The PS VR is essentially several pieces. The main part is the headset, which occupies a vision in front of your eyes. The second is a processor unit that handles the VR and acts as a bridge between the vision and the PlayStation. There is the controller—or controllers rather, considering you have the choice between the standard PlayStation controller, the wand-like MOVE controllers, and the rifle-shaped Aim (all available separately). Finally, a small camera unit tracks your movements. It may sound like a lot of elements, but the set up of the PS VR is simple and seamless. Just plug in the

power, the HDMI cable, pair it with your PS4, and then the software will do the rest.

The PS VR exhibit at the recently opened Sony Square NYC made it clear that every aspect of the product was carefully thought through. The engineering of the headset is as meticulous as Sony's most revered technological achievements, lightweight and comfortable, the headset feels like something players can keep on for extended periods of time, even when paired with larger, high-end studio headphones. The display is bright and crisp and the motion controls are incredibly responsive. And just so that you don't leave everyone around you out, the VR can simultaneously display on a TV (and cooperative games are in the pipeline).

The potential of the PS VR is most evident with the games. In the highly immersive demo for *BARPOINT* (a first-person shooter), players explore an alien planet while encountering creepy, insect-like animals. It's the type of point-and-shoot game many gamers are familiar with, but the seamlessly rendered 360-degree environment takes things to a whole new level. The demos are convincing enough to feel real, and players may feel their bodies instinctively reacting while playing. Such sensations are a hallmark of successfully executed virtual reality.

On sale October 13th, the PlayStation VR is without a doubt the hot machine of the year, and a sure sell for the holiday season. If this is just the beginning, it is going to be exciting to see where things go next.

Sony Square NYC
20 Madison Ave. (at 75th St.)
New York, NY 10017



The vision may look big, but the weight isn't that so it is well balanced and comfortable.



© Sony Corporation of America

Even at rest, the PS VR is an attractive set of elements that showcase Sony's refined aesthetic.



SUPPORT is currently in exclusive demo at Sony Square NYC, so make sure to try it out.

Japanese Restaurant Review

SAKANAYA
Kogane Ramen
Rabbit House

"WA" Cooking

Negima
(Chicken and Scallion Skewers)

Mixology Lab

Apple Ginger "Jun"
by Takaaki Hashimoto of B Flat

Listing
Japanese Restaurant

SAKANAYA

380 E. 105th St. (bet. 3rd & 3rd Aves.) New York, NY 10029
212-629-0320 | www.sakanaya.com
Lunch Mon-Fri 12 pm-2 pm Dinner Mon-Sat 5:30 pm

NEW!

Chef Shigeru Nishida doubled his Midtown East real estate by opening SAKANAYA in early October. This fish-focused restaurant is located right next to Nishida Shoten, his Shunmai-style ramen shop. SAKANAYA has somewhat of a double identity: serving set meals at lunch and only sushi and sashimi Omakase (Chef's Special) at night. The same fresh fish is used for both meals, and all processing such as drying and marinating is done in-house. During lunchtime, their teishoku (set meal) comes with rice, miso soup and select dishes, such as Gelled Salmon (dried mackerel) and Gindara Saikyo (grilled marinated black cod) are worth trying. Other lunch choices are six seafood bowls like tatai, poke and shirasu, as well as cooked dishes like Teri Dor (tempura over rice) and Terikatsu (Berkshire pork cutlet). For dinner, the Omakase comes in two different prices, \$80 and \$100. Being from Kyushu in southern Japan, Nishida tries to highlight fish from local home island such as medakari, squid, and striped jack as much as possible. To accompany your meal there are a variety of alcohol options presented as a cuts, transparent fish-shaped menu. Nishida is also a sake sommelier, and his high-quality selections reflect his specialized knowledge.



Gindara is three parts tempura to the only sashimi at Sakanaya: Chikuzi (left) and Shirasu (right).



Earth, high-quality sashimi: hamachi, toro, and chikuzi on beautiful ceramic plate



The space is defined with minimalist decor

3 Best Sellers

- Chirashi Bowl (Lunch only)
- Gindara Saikyo (Lunch only)
- Omakase (Dinner only)

\$25

\$18

\$80/\$100

Kogane Ramen

26 Henry St., 2nd. (Corner E. Pineapple St.) Brooklyn Heights, NY 11201
TEL: 718/475-2639 | www.koganeramen.com
Mon-Thu 11:30am-4:30 pm, Fri-Sat 11:30 am-11:30 pm, Sun 12am-12:30 pm

There is no shortage of good ramen restaurants in New York City but a few do stand out from the crowd. Kogane Ramen wows patrons with a variety of ramen versions made more crave worthy with its daily offering of fresh homemade noodles. The helm of this restaurant, Kansai, travelled to Japan so he could learn how to make noodles on the premises of his now one-year old restaurant in Brooklyn Heights. Kogane offers two kinds of ramen noodles: Tokyo-style thin and curly, and Hakata-style thin, straight and firm noodles. The menu features eight ramen versions balanced with a mix of Japanese inspired side dishes. This creamy pork bone broth-based Tonkotsu Ramen with braised pork jaw is a favorite. Kansai believes their use of pork jaw instead of the more traditional pork belly as a topping has upped the deliciousness factor of this ramen – braised pork jaw yields a more tender, melt-in-your-mouth bite. If you prefer ramen with a kick, go for the Spicy Miso Ramen which has its bone and miso-based broth made heartier with toppings of spicy miso paste and minced pork. Their version of a cult favorite, the Ramen Burger, is addictive. The Angus beef gatty sandwiched in a perfectly crispy ramen “bun” is lightly tossed with curry sauce. Kogane also offers their dishes to-go.



Sake homemade noodles and tender pieces of pork jaw in hearty broth make this ramen irresistible.

Spicy pork ribs, the menu's newest addition to the ramen house.



The ramen burger has a special twist: the ramen bun is a delicious surprise.



Kogane Ramen's drink, spicy miso, goes well with hearty and tender ramen.

Rabbit House

76 Koyuki St., 2nd. (Corner E. Grand St.) New York, NY 10002
TEL: 311-943-4338 | www.rabbit-house.net
Tue-Wed 5-11 pm, Fri-Sat 5pm-Midnight, Sun 5-10pm

Tucked inconspicuously in a non-descript row of stores is one of Lower East Side's little-known treasures, a gastropub and bar called Rabbit House. Helmed by chef and sake sommelier Yoshiaki Sakuma, this cozy spot has a Japanese influenced menu composed of items reflecting his 15 years of working in Western cuisine. For example, the *Tako* (octopus) *Don* are served with shokupan, spicy mayo and pon sauce, and the *Three-kind Cheese Pate* comes with walnut bread and Italian honey. For those who want to try it all, a recommended option is the *Sex Course Chef's Tasting* which includes amuse bouche, salad, four appetizers, choice of chicken/fish/veget, dessert and a bagnaetta basket. Due to Sakuma's sommelier background, Rabbit House has a stellar alcohol collection, but it is not an ordinary menu-cave like bar. "I wanted to create an atmosphere where even a woman out on her own can feel comfortable sipping liquor at the bar," she said. Most drinks such as the *Cherry Blossom* are standouts, and both sake and wine flights are available. Sake education events with different themes are hosted at the restaurant on the 3rd Thursday of the month. There are also periodic sake tastings and every other Saturday live jazz is performed.



Rabbit House's signature dish is the *Cherry Blossom*, a delicious mixture of cherry and walnut bread topped with miso.



Cherry Blossom light and refreshing. Appropriate to serve from actual cherry blossom flowers captured in their essence.



Sakuma's sake collection is well-stocked with a variety of styles, from aged to fresh.

3 Best Sellers

- **Yakitori Ramen**
- **Spicy Miso Ramen**
- **Ramen Burger**

\$13
\$14
\$10

3 Best Sellers

- **Sex Course Chef's Tasting**
- **Addicted Spicy Rib**
- **Trapped Rabbit**

\$28
2 pieces \$14, 4 pieces \$28
\$22

Midtown West	Realization
47 W 38th St (bet 5th/6th Ave)	232-571-0338
Midtown West	DONBURU-PA
243 W 59th St (bet Franklin/5th Ave)	212-646-7925
Midtown West	Ichimatsu
302 W 56th St (bet 5th/6th Ave)	212-279-4928
Midtown West	Isokage
203 W 48th St (bet 7th/8th Ave)	212-254-2125
Midtown West	IPPUDO NY WESTSIDE
321 W 54th St (bet 7th/8th Ave)	212-474-0205
Midtown West	Izuka
122 W 43rd St (bet 6th/7th Ave)	212-480-0275
Midtown West	ISE Monaka-401 56
547W 56th St (bet 5th/6th Ave)	212-593-4252
Midtown West	KATSUHAMAMATSU
442W 10th St (bet 9th/10th Ave)	212-549-7145
Midtown West	Katsuno 45
301 W 45th St (bet 4th/5th Ave)	212-422-0365
Midtown West	Koi
427W 12th St (bet 11th/12th Ave)	212-521-3208
Midtown West	Miss Sushie*
42 W 22nd St (bet 1st/2nd Ave)	212-674-7887

Midtown West	Netsuoni
221 W 109th St (bet Broadway/57th Ave)	212-362-2989
Midtown West	Piggyback*
246 W 17th St (bet Broadway/8th Ave)	212-634-5385
Midtown West	RASSE-57
414W 57th St (bet 5th/6th Ave)	212-732-3333
Midtown West	Oden
288 W 88th St (bet 75th/76th Ave)	212-534-8989
Midtown West	Osaka Tiramisu Sweets
741 W 14th St (bet 13th/14th Ave)	212-764-0325
Midtown West	SAMBA Dining Bar
21 Riverside Ave (bet 10th/11th Ave)	212-474-0275
Midtown West	Sake Bar Hagi
127 W 136th St (bet 125th/126th Ave)	212-693-4246
Midtown West	Sake Bar Hagi 46
361 W 46th St (bet 4th/5th Ave)	212-542-0257
Midtown West	Sapporo*
121 W 49th St (bet 48th/50th Ave)	212-493-6822
Midtown West	Shimizu
223 W 17th St (bet 16th/17th Ave)	212-631-1541
Midtown West	Soba Miyoko*
114W 58th St (bet 57th/59th Ave)	212-493-0233

Midtown West	Sushi of Savi 46
247 W 46th St (bet 45th/47th Ave)	212-560-6389
Midtown West	Sushiden*
123 W 44th St (bet 43rd/45th Ave)	212-364-2064
Midtown West	Susuyo*
28 W 54th St (bet 53rd/55th Ave)	212-283-3378
Midtown West	TAKASA RAMEN*
342 10th Ave (bet 10th/11th St)	212-742-3451
Midtown West	TAKASA RAMEN*
107 10th Ave (bet 10th/11th St)	212-485-2478
Midtown West	Tanaka Ramen
168 10th Ave (bet 15th/16th St)	212-687-3175
Midtown West	Totto Ramen W 52nd
491 W 52nd St (bet 51st/53rd Ave)	646-746-4291
Midtown West	Totto Ramen W 52nd
381 W 52nd St (bet 51st/53rd Ave)	212-529-8252
Midtown West	Yokuza SUSHI
221 W 54th St (bet Broadway/5th Ave)	212-245-4869
Midtown West	Yummy Sushi*
20 Riverside Plaza (bet 10th/11th Ave)	212-474-2155

* Chapsticks not available to pick up

Midtown East	GO! GO! CUNNY*
	First 52 of 52nd Ave is the first location of GO! GO! CUNNY in NYC. They are the most authentic of authentic buns & food. The exceptional style is what sets them apart from the rest of the industry.
221 E 52nd St (bet 2nd/3rd Ave)	955-2114
474-474-0225	www.go gocunny.com
Midtown East	Hotcheki Sweets
	It's all about the sweetest of things. Offering a wide range of items from the traditional to the modern, Hotcheki Sweets is a place where you can find everything you need for your next event. Whether it's a wedding, a birthday, or a corporate event, we have the perfect treat for you.
302 E 46th St (bet 45th/47th Ave)	955-2114
212-474-0225	www.hotcheki.com
Midtown East	Sakagami*
	It's a great place to get a meal, enjoy a drink, and relax. We have a wide variety of food and drinks to choose from. Whether you're looking for a quick bite or a full meal, we have it all. We also have a bar with a variety of drinks to enjoy.
211 E 46th St (bet 45th/47th Ave)	212-474-0225
212-474-0225	www.sakagami.com
Midtown East	Abarigyo Kamasaka*
211 E 46th St (bet 45th/47th Ave)	955-2114
212-474-0225	

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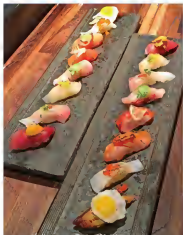
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The 8 piece sushi train is as aesthetically harmonious as its flavors. You may order two.

The creamy avocado lends rich mouth provided by house-made ponzu chips.



The dance between the salmon belly, avocado and rice is unforgettable.

Just a train ride away in New York's Rockland County is proof that New York City alone may not be the east coast's epicenter for sushi and sashimi. Sushi Bada in Suffern, NY is every bit as worthy as its metropolitan brethren, and has brought world-class sushi to an area that is hungry for high-quality culinary innovation. Providing the fish is True World Foods, whose fresh catch from around the world forms the basis for every delicious morsel at this impressive destination.

Founded seven years ago in nearby Armonk, NY, Sushi Bada recently moved into its new, expanded space in the town of Suffern. Inspired by izakaya-style establishments, Sushi Bada has a full bar, an 8-seat sushi counter, and plenty of tables to accommodate guests. In many ways, the restaurant itself has caught up to the spectacular food, which, under Owner/Chef Sean, has been presenting the kind of modern sushi that even the most dedicated patrons can enjoy. After 20 years of refining his craft, Chef Sean's goal is to not only serve traditional sushi, but to push the envelope and find new harmonious combinations of fish. The modern sushi at Sushi Bada reaches a new level of refinement and gets a glimpse of the future.

The respect to tradition is still evident. The sushi tasting in particular gives every single piece of fish center stage. But with a little Tobiko (Salmon Roe), a piece of Elingawa (Jalisco) becomes fuller. A quail egg with Unagi (Eel) makes everything sizzle. And the addition of a little Umi (Sea Urchin) on top of Maguro (Bluefin Tuna) is simply heavenly. But then there are delicious innovations like the Avocado donut, which houses spicy tuna or salmon in an avocado shell.

"True World Foods was with us since our old space, and now they supply all of our fish for sushi and sashimi," said Chef Sean. "The quality is unbeatable and I can get exactly what I need on a daily basis. With them I know I can push my imagination, keep experimenting, and keep using the best fish to push boundaries. It's an honor to be serving True World Foods products to our customers, because they are highly important to us as our friends and neighbors."

So what's next for Sushi Bada? They are poised to be the centerpiece of cuisine and night life for this lucky town. And with its commitment to quality and community, there is no doubt that Sushi Bada will be a fixture for years to come.

Sushi Bada
24 Ladayette Ave., Suffern, NY 10961
TEL: 845-532-4176 / www.sushibada5k.com



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East Village **Baco Burger Truck**

 Baco Burgers have a new location in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.bacoburgertruck.com

East Village **Subway**

 Make it today! Subway has a new location in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.subway.com

East Village **Donkatsu**

 Donkatsu is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.donkatsu.com

East Village **Cho-Go Restaurant**

 Cho-Go is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.cho-go.com

East Village **Donkatsu**

 Donkatsu is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.donkatsu.com

East Village **Overlook**

 Overlook is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.overlook.com

East Village **Hakata Hot Pot**

 Hakata Hot Pot is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.hakata.com

East Village **Hosokura**

 Hosokura is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.hosokura.com

East Village **Hi-Cake**

 Hi-Cake is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.hi-cake.com

East Village **Ichimi**

 Ichimi is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.ichimi.com

East Village **IPPUDO NY**

 IPPUDO NY is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.ippudo.com

East Village **IRON SUSHI**

 IRON SUSHI is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.iron-sushi.com

East Village **Isokaya**

 Isokaya is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.isokaya.com

East Village **Jack's Skidz & Sals**

 Jack's Skidz & Sals is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.jacks.com

East Village **Japonese**

 Japonese is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.japonese.com

East Village **JEWEL BARR**

 JEWEL BARR is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.jewel.com

East Village **Delays Snowflake Village**

 Delays Snowflake Village is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.delays.com

East Village **Ramen Miso New York**

 Ramen Miso New York is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.ramen.com

East Village **Ramen Sotogaya ***

 Ramen Sotogaya * is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.sotogaya.com

East Village **Robataya NY**

 Robataya NY is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.robata.com

East Village **Sake Bar Doshin**

 Sake Bar Doshin is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.doshin.com

East Village **Sake Bar Sotoko**

 Sake Bar Sotoko is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.sotoko.com

East Village **SARU**

 SARU is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.saru.com

East Village **Shabu-Tokyo ***

 Shabu-Tokyo * is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.shabu.com

East Village **Sotokoh**

 Sotokoh is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.sotokoh.com

East Village **Seven East Village ***

 Seven East Village * is a Japanese restaurant in East Village. The menu is made of 100% all-natural ingredients and is made with organic beef. The menu is made of 100% all-natural ingredients and is made with organic beef. **\$10 OFF**
 212-512-1800 (Sat. 12-10, Sun. 12-10)
 440-475-1200 www.seven.com

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 440-475-1200 www.shinya.com

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East Village	Tokubetsu East Village
60 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95 \$22.95
East Village	Utsu West*
11 St. Marks Pl. (bet. 3rd & 4th Ave.)	\$26.12
East Village	Village Yakitori
60 Ave. C (bet. 10th & 11th St.) 212-462-3381	\$20.95
East Village	Wamen
100 E. 10th St. (bet. 10th & 11th St.) 212-777-1239	\$25.95

East Village	Yakitori West*
210 E. 10th St. (bet. 10th & 11th St.) 212-462-3381	\$25.95
East Village	Yakitori Tando*
60 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95
East Village	Yoshi Sash*
61 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95
East Village	Yoku Restaurant
100 E. 10th St. (bet. 10th & 11th St.) 212-777-1239	\$20.95
East Village	Zen-It*
100 E. 10th St. (bet. 10th & 11th St.) 212-777-1239	\$25.95

East Village	Zen-It*
100 E. 10th St. (bet. 10th & 11th St.) 212-777-1239	\$25.95
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60 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95

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Lower Mid	NY Sushi & Co
61 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95
Lower Mid	Kokoro House
20 Avenue D (bet. 10th & 11th St.) 212-524-4241	\$25.95
Lower Mid	Yakitori Tando
20 Avenue D (bet. 10th & 11th St.) 212-524-4241	\$25.95
Lower Mid	Yappan!
61 Ave. C (bet. 10th & 11th St.) 212-524-4241	\$25.95

Lower Manhattan

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Lower Mid	Azusa
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Lower Mid	Bento Sash*
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Lower Mid	Cube 43
20 Avenue D (bet. 10th & 11th St.) 212-524-4241	\$25.95
Lower Mid	Gia House
20 Avenue D (bet. 10th & 11th St.) 212-524-4241	\$25.95

Tribeca

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Bricks	Takachiku/Bricks*
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400 Avenue C (at 1st St.)	225-0238
Bricks	Zen*
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Soho

Soho	Shu Nihon Sashimi
110 Sullivan St. (at 1st St.)	225-0238
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Soho	Hirohisa
21 Thompson St. (at 1st St.)	225-0238
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Soho	Dango
110 Thompson St. (at 1st St.)	225-0238
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Soho	Sushi Soba*
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Brooklyn	Somerset Pops
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110 Avenue C (at 1st St.)	225-0238

Brooklyn	Aki Sushi*
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100 Avenue C (at 1st St.)	225-0238
100 Avenue C (at 1st St.)	225-0238
Brooklyn	Enzo
100 Avenue C (at 1st St.)	225-0238
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Brooklyn	KIRIMAN MY Brooklyn
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Brooklyn	Ono
100 Avenue C (at 1st St.)	225-0238
100 Avenue C (at 1st St.)	225-0238
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Queens

Queens	Ajisen Ramen*
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Queens	ARYOSEN*
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100 Avenue C (at 1st St.)	225-0238
Queens	Ono
100 Avenue C (at 1st St.)	225-0238
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Mixology Lab



Shimoharitsuru Jun

Category: Junmai Gyo

Origin of production: Niigata Prefecture

Rice milling rate: 50%

Rice variety: Gohyakumangoku **Alcohol content:** 15%

Bottle size: 720 ml (24 oz)

Features: This smooth junmai gyo boasts a round umami from Gohyakumangoku rice and an elegant aroma with a clean finish. The name "Jun" means "pure," reminiscent of the crisp air of its home, Murakami City. Best enjoyed chilled and slightly warmed.

Distributed by New York Mitsui Trading, Inc.

Apple Ginger "Jun"

Cocktail recipe courtesy of Takashi Hashimoto of B Flat

When it comes to cocktails, sake is not really an easy ingredient to incorporate. Sake's delicate flavor is easily overwhelmed by other ingredients, but Takashi Hashimoto, mixologist at B Flat in Tribeca, masterfully transforms sake into a seasonal cocktail. He accentuates umami-rich yet sharp Shimoharitsuru Jun with apple, ginger and honey to produce a flavor of the harvest season. Grated apple flesh adds a silky texture and heartiness to the cocktail. Certainly seductive. Elegant sparkling and natural sweetness from dry apple cider gives it a festive impression, so it can be a great aperitif during a party.

Ingredients: Serves 1

1/2 lemon, juiced 1/2 oz honey ginger syrup
2 1/2 oz sake (Shimoharitsuru Junmai Gyo "Jun") 1/2 oz dry apple cider 1/8 Fuji apple

Directions:

1. Add lemon juice and sake into a shaker and mix well.
2. Add honey ginger syrup and mix well.
3. Add grated Fuji apple to the mixture and shake.
4. Pour into a glass.
5. Pour dry apple cider gently into the glass, and garnish with two apple slices (optional).



Apple and ginger is a divine combination, and the flavor is especially crisp in this time of the year. Takashi Hashimoto, mixologist at B Flat, takes advantage of the seasonal flavor to make it into a refreshing yet hearty sake cocktail.

Miyao Sake Brewing Co., Ltd.



Established in 1939, Miyao Shiro is located in Murakami City, one of the fastest rice-producing areas of Niigata Prefecture that cultivates a variety of quality sake rice. The brewery also taps into pristine underground water that flows from the Asahi mountain range via the Maemoto River. Using outstanding rice and crystal clear water, the brewers at Miyao Shiro dedicate themselves to brewing delicious sake. The cold, snowy climate also helps them to brew clean and sharp sake. They are best known for their Shimoharitsuru brand, and there are two sakes under the brand available in the U.S.

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“WA”

Cooking

“Wa” means “harmony” and “balance” in Japanese and also signifies “Japan.” In this cooking corner, *Chopsticks NY* introduces Japanese dishes that are harmonious with our everyday life in the U.S. Each month we share one recipe alternating between Sweets, Savory and Fusion categories. In the month of November, we share an easy recipe of Japanese traditional Negima (chicken and scallion skewers). It can be a great party dish as well as an accompaniment of sake and shochu!



Recipe courtesy
Mika Sessa
JapaneseCookingNY@nytimes.com
Cooking website: ny1page.com

Savory

Negima (Chicken and Scallion Skewers)



Yakitori skewers are now a household name in the U.S., but not so many people actually cook at home. Chef/Cooking instructor Mika Sessa introduces us a easy yakitori recipe, which you can use your oven to make. Yakitori is a common sakaya dish, but it can be a perfect home party snack as well.

Ingredients (Serves 2)

- ☐ 1 lb boneless and skinless chicken breast (or thigh)
- ☐ 2 Tokyo scallions (or 3 green scallions)
- ☐ 1 tsp grated ginger ☐ 1/4 tsp soy sauce ☐ 1/4 tsp mirin
- ☐ 3 tbsp sake ☐ 1 tbsp brown sugar
- (Note)
- 10-12 bamboo skewers

Directions

1. Soak the bamboo skewers in water for 30 minutes. This will prevent them from burning.
2. In a bowl, combine soy sauce, ginger, mirin, sake and brown sugar.
3. Cut chicken into bite size pieces.
4. Cut white part of Tokyo scallions or green scallions in 1-inch length.
5. Marinate chicken pieces and scallions in the soy sauce marinade for 30 minutes.
6. Thread chicken pieces and scallions with paper towel.
7. Turn on the oven and set the broiler to high heat.
8. Thread alternately chicken and scallion to a skewer. Each skewer should hold 3 pieces of chicken and two Tokyo scallions.
9. Lay them on the rack aluminum foil and broil for 5 minutes. Using a brush, baste each skewer with some marinade. Repeat the rest of the marinade.
10. Broil for another 3 to 5 minutes until chicken is cooked through.
11. Serve on a plate. For spicy lovers, sprinkle them with some dried chili powder.



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Grocery & Save Guide

The following is a list of stores where to purchase top Japanese food and liquor.

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* Clickmap is not available to take you to each shop

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Styles Represent Personality

YUIKO IKBATA, FASHION STYLIST

Could you tell us about your career path?

My first job right after graduating from a fashion school in Japan was actually at a bank. But I wanted to pursue a career in the fashion industry, so I moved to New York a few years ago. To start up, I worked as an intern and then moved up to an assistant stylist in magazines, fashion shows, and TV shootings. Now I am starting to get more offers for my own styling work, so it is a whole from clients like Adidas, ELLE and Harper's Bazaar, GQ, etc.

How do you describe your style?

I like a boyish or genderless style, which is a simple look yet expressive enough to show the person's character and inner strength. Of course, I respect what clients want and I am happy to follow their directions. I actually enjoy trying beyond my comfort zone, but when it comes to my own favorite style,

these are the key words:

What do you keep in mind while doing styling?

Personality. Before thinking about what a model should wear, I contemplate on what kind of woman she should be.

Would you share some fashion trends like fall/winter season?

It is not really about what to wear but HOW to wear. For example, wearing a sweater start putting on a jacket off-shoulder, pulling sleeves as much to cover hands, or something like that. It's not about specific designs or items, but if I must say about clothes, "oversized" is one of the key elements in the fall/winter fashion. But basically you can wear oversized clothes as you like.



She moved to New York without any further industry experience in Japan. It was quite tough, but "I am observing a lot from people's experiences in New York," says Yuiko Ikbata. (Photo shot at New York Village / www.newyorkvillage.com)

DECODE



I'm styling which resonates on the cover of ELLE magazine represents the genderless style. For more of her work, check out www.yuikobata.com

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Health Guide

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Midtown West: Shuangchi Acupuncture*

Shuangchi Acupuncture is a licensed acupuncturist with 10 years of experience. She specializes in treating a variety of conditions including pain, stress, and tension. Appointment is required. Call 212-478-9911 for a free consultation.

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212-478-9911

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THE CRAFTINESS OF JAPAN'S CRAFT BEERS

Anyone in favor of a good drink can always find a new taste to quench their thirst, thanks mainly to all the microbreweries that have spawned and brewed their own distinct beers. While a handful of Japanese craft beer brands are available in the U.S., the amount of tastes and flavors you can try when you visit Japan shows no sign of running dry anytime soon. Numerous Japanese microbreweries open their doors for all visitors.

The **Kaschi Brewery**, the well-known maker of the *Hitachino*. Next rings of beer, knows very well that the customer is always right. They've allowed visitors to partake in the beer-making process thanks to brew-on-patience brewing, a process in which visitors consult with professional brewers to create and customize their own original recipes and beers. Using quality ingredients imported all the way from Europe to their headquarters in Ibaraki Prefecture, the process from measuring the right amount of malts to pitching the yeast, usually takes three to four hours. Visitors can even bottle and label their finished drinks! The final product is delivered right to your door three weeks later.

1257 Kouriku, Nishi-ku Ibaraki, Japan 317-0133

Tel.: +81-29-298-0105

www.kaschi.co.jp/en_home.html

Another popular Japanese microbrewery, releasing *Naka Yara Ale*, Tokyo Black and Aoba in the U.S., is

Ve-No Brewing Company located in Kanagawa in Nagano Prefecture. They also welcome visitors from all over the world, allowing them to tour the headquarters and explore all of the intricate mechanisms of the brewing process. Visitors can also enjoy also samples, and taste-matched grains before they are put through the brewing process.

1719-1 Ota, Saku City, Nagano, Japan 385-0009

Tel.: +81-267-65-1047

www.ve-nobrewing.com/en/

At the **T.Y. Harbor Brewery** located in Tokyo, visitors can enjoy a range of California-style ales and pilsners, and seasonal beers that are often flavored with fruit, spice, honey, or any combination of the three. Tourists can also enjoy burgers, steaks, and crab cakes at the brewery's attached restaurant, all while enjoying the scenery on the waterfront of Tokyo Bay. These elements create an intriguing model out of Western America, perfect for the tourist who has come far away from home.

2-1-3 Higashi-Shinagawa, Shinagawa City, Japan

143-0002

Tel.: +81-3-5475-4555

www.beers.jp/harbor/en/

SELECT JAPANESE CRAFT BEERS AVAILABLE IN NEW YORK

There now is a list of Japanese craft beer brands available in New York. The breweries listed here are not always open to the public for factory viewing, but some of them offer tasting events and have affiliate restaurants to serve their beer and food.

Ecologe Beer by Ecologe Brewery

It is the first microbrewery producing craft beer in Japan. Located in Nagaike Prefecture that is known for premium rice production, their signature beer Ecologe Beer is made from rice. They offer a beer-tasting and factory viewing (through glass window) course for visitors with over 5 group members. Reservation required.

www.ecologebeer.jp

COEBO Beer by COEBO Brewery

Located in Kanagawa City in Saitama Prefecture suburbs of Tokyo, the COEBO Brewery is especially known for its sweet potato beer. Since 2015, they opened COEBO Craft Beer 1000 Labo (<http://top.coelobrewery.com/en/about>) and event space, which is open to the public.

www.coelobrewery.com/en/

Das ne Yokohama Beer by Ryujin Shiso

Ryujin Shiso, located in Gynyo Prefecture is primarily a sake brewery. Like their sake, Das ne Yokohama Beer has a smooth character made to accompany food.

KAGURA by Furusato Brewing Company

Established in 2011, the brewery is a newcomer in the industry. It aims to deliver unique beer to the world and add new value. With a rich aroma, full-bodied flavor and a gentle carbonation, KAGURA brand beer is one of the hottest Japanese craft beers on the scene.

www.furusato.com/en/

Gango Kogen Beer by Gango Kogen Beer Co., Ltd.

The brewery was founded in 1986 in the cold highland in Iwate Prefecture to produce Waoon style beer. Gango Kogen Beer is characterized by its sweet and mild taste and appeals to a wider demographic.

www.gangelogic.com/en/about



In Kaschi Brewery, home of the *Hitachino* beer, you can brew your own ale with the help of the Hitachino brewers.

Visitors can watch and try the brewery's original beers produced here at the "Home in Pils" and "Lab."





P. 40 **Asian Travel**



© Taiwan Tourism Bureau

Bucket List Asian Travel: Taiwan Hot Springs

Explored here are selected hot springs in Taiwan, from popular destinations to a secluded secret area

P. 41 **Asian Beauty + Health**



Chinese Acupuncture, Demystified

Acupuncture is an ancient healing technique developed in China centuries ago. Dr. Ma of Comestone Acupuncture talks about how it works.

P. 42 **Asian Restaurant Review**



The NUAA

Nestled on the Upper East Side, The NUAA is an upscale restaurant that serves authentic and elegant Thai cuisine including royal dishes.

BUCKET LIST ASIAN TRAVEL: TAIWAN HOT SPRINGS

Geothermally heated hot springs are a wondrous natural occurrence, and such water is often touted by various cultures as not only relaxing, but also incredibly therapeutic. The island nation of Taiwan, in particular, is known around the world for its hot springs, and has welcomed people from all over Asia for years. So this month, we are returning to Taiwan to focus on some of its best hot springs areas.

The Basics

A good thing to know beforehand about Taiwanese hot springs is that, unlike in Japan, nudity is not common. Most people are expected to wear bathing suits – some even swimming caps – unless indicated, so be sure to pack accordingly.

With over 300 hot springs found in Taiwan, hot springs enthusiasts will be treated to a multitude of types of hot springs water here, like Green Sulfur (acidic, salty) which is actually yellowish-white; White Sulfur (acidic, hydrochloric); and sulfurish-brown Iron Sulfur (carbonated). All have their own distinct sulfuric smells and properties.

Beitou

For those who are spending the majority of their time in or around the city of Taipei, Beitou is perhaps the most convenient choice. It is easily accessible by the MRT Red line (roughly 30 minutes from Taipei Station), and is famous with amenities. It is also the most historical, as it was developed and cultivated during the Japanese colonial period and features

some of the influences of that country's onsen culture. Make sure to explore the **Geothermal Valley**, as well as stop by the **Beitou Hot Springs Museum**. Food like a **hot? Well, Youguangshan National Park** is just next door.

For the budget conscious, a visit to the **Middleman Hot Spring** will only set them back TWD\$60 (around US\$27 as of this writing) for entry and a locker. It's also perfect for a day trip. For an overnight stay consider a place like **Seibutsu Hot Spring Resort**, which has a variety of rooms, including those in the Japanese tatami style. But if you prefer a more immersive experience, stay at the Spring City Resort, which offers wonderful views of the valley. But there are many others to choose from.

Green Island (Lu Dao)

Some people will swear that the hot spring on Green Island, located off the coast of Tainan City, is the best. Why? Perhaps it is the immersive aspect, as you need to make the extra effort to take a plane or ferry to find unparalleled location in the island's natural surroundings. Or perhaps, it is because it has one of the world's only saltwater hot springs (the other two are in Kyushu, Japan and Sicily, Italy). At **Zhenri Salt Water Hot Springs**, the clear, lime heated water reaches somewhere between 140 and 160 degrees Fahrenheit, and visitors can choose



between the natural experience, or spas that utilize the hot springs water for various amenities like pools and showers.

Green Island is definitely not for the casual traveler, as you will need to plan well – there is limited transportation and amenities on the island, though accommodations are available.

Tainan

If food is your thing, then heading to Central Taiwan to the Tainan district may be essential. This area is home to the people of the Atayal and Hakkia origin (the indigenous people of Taiwan), and Hakkia food in particular is considered to be one of the gems of Taiwanese cuisine. The local hot springs are no less impressive. An area once known as the **Utsuless** hot springs during the Japanese era, today **Tai-an Hot Springs** has recaptured the essence of the local natural beauty and protects several springs that lie throughout the region's mountains (Henglong, Niasan, and Hui).

The area is a little remote, so be sure to make all of your arrangements beforehand. **Zhenri Village** has many places to stay, and as noted above, you'll find all manner of Hakkia restaurants that offer the sumptuous, spicy food that will be perfect after a long, relaxing soak.

For more information regarding traveling to Taiwan, check out our previous articles in *Chopsticks NY* or visit the Taiwan Tourism Bureau at <http://tong.taiwan.net.tw/>



Green Island's Zhenri hot springs offer scenic, interesting views of the island that makes it more than relaxing.



No meal in a hot spring is complete without delicious Taiwanese cuisine.

CHINESE ACUPUNCTURE, DEMYSTIFIED

Acupuncture is the traditional Chinese medical practice of inserting fine needles into the body to stimulate various parts of the body to heal itself. In recent times, acupuncture has become much more accepted in Western medicine, although there is still a stigma among the unfamiliar. While ancient, it is neither mystical nor magical, while non-traditional in as, it is still grounded in countless years of practice, and—as we are increasingly seeing—positive results.

The history of Chinese Medicine goes back 2000 years at the very least, as evidenced in the Huangdi Neijing—the oldest medical doctrine found in China (though a recently unearthed document may confirm that it is closer to 3500). When it comes to acupuncture, the Chinese explanation is that there is a natural flow of energy (qi) in the body; when this energy is blocked, it can cause pain or illness. Needles stimulate the various parts of the body in order to redirect the qi, and cause a healing reaction that comes from the body itself.

Sounds a little like hocus-focus? You're not the first to think so. Western medicine is just fundamentally different in its approach. Here, we complement the human body; each organ is treated separately, with the idea that a specific anomaly can be attacked and cured—most often with drugs. Chinese medicine instead considers the spaces in between the organs: the spaces in between the sinews of the muscles, and sees the body as an entire unit that is connected, capable of healing when relieved of blockages and inflammation, which are the main features of disease.

For Dr. Ning Ma of Cornerstone Acupuncture, examining a patient comes down to routine examination. The pulse, eye color, skin tone, tongue, and various other organs are surefire ways to locating a health problem. "The body indicates where an inflammation is," remarked Dr. Ma. Then, needles are inserted into specific areas known to trigger the body's natural abilities, without any side effects. "In Western medicine, antibiotics can destroy the bacteria, but then the body will eventually turn resulting endotoxins into another inflammation material, another problem."



What kind of conditions does an acupuncturist see most often? According to Dr. Ma, the most common is pain. This is because acupuncture has proven itself effective in immediately relieving common, chronic pain. Many other patients came to him because of infertility and sexual dysfunction. Digestive problems like constipation are also common, as is obesity and skin conditions like acne. But acupuncture is also being used to treat thyroid conditions (hypothyroidism, hyperthyroidism), managing ADHD and even autism.

For those who avoid acupuncture simply out of fear of needles, they should reconsider. Modern acupuncturists have refined their skill to avoid pain as much as possible. So once they relax you with needles, they will then attack the problem areas. In fact, one of the most common things about acupuncture is that it helps the body release endorphins. This immediately relieves the patient and gives them a euphoric feeling, quite often resulting in sleep. Do you think acupuncture is a good alternative for you? For more information regarding acupuncture, contact your primary medical provider or inquire with Cornerstone Acupuncture.

Cornerstone Acupuncture

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A THAI TEMPLE OF AUTHENTIC TASTINESS THE NUAA

Walking into the Thai restaurant The Nuua, you could be forgiven for thinking you had entered a Thai temple. Golden decorations made from actual lotus plants hang from the ceiling, and the walls are adorned with Buddhist and other authentic Thai decorations. According to Chef Phipang (Pai) Bowmanneerant, this authenticity is found throughout the menu as well, to the point that he has incorporated some of his mother's home cooking into his dishes.

One standout is Chor Muang, beautifully handcrafted purple blossom dumplings that were a part of Thai royal cuisine and are limited to only 12 orders per day. It's amazing to be able to eat a dish that was previously enjoyed exclusively by the King of Thailand! Another dish not to be missed is Pla Tod, battered crispy skin whole branzino cooked with the Chef's secret recipe and served with caramelized cashew nuts, green mango salad and spicy chili-lime vinaigrette. Also make sure to try Gan King, balfu lime infused Cornish hen that is marinated for 44 hours.

The Nuua is not only delicious and authentic, but affordable as well. The menu prices provide no sticker shock, and even better deals are to be found during the daily Happy Hour from 4:30-7 pm. During this time, drinks are discounted along with inexpensive Thai tapes featuring a variety of steamed buns. The lunch set includes an appetizer and entree for only \$15, and the generous \$35 Poo Faa dinner offers a choice from seven appetizers and main dishes and two desserts. Why not let Chef Bowmanneerant share his taste of home with you today?



The handcrafted Chor Muang dumplings contain minced chicken, peanuts and preserved radish.



Pla Tod is a crispy skin whole branzino, delicious steamed by the chef.

Chor Muang features Thai crispy dumplings with chicken, green herbs and a red-chili-lime lime vinaigrette.



The Nuua's choice in steamed chicken, yet inspired by Thai traditions.

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Chinatown
 180 Bayard St.
 (corner of Bayard St.)
212-540-3132

Theater District
 244 W 45th St
 (bet. 5th Ave & Broadway)
212-682-1382

Entertainment Event / Le sure

Exhibition

October 26–November 2
WEDGTON

N.Y. Tugai Kyozhitsu

Since 1992, N.Y. Tugai Kyozhitsu has taught traditional Japanese ceramics for beginners and advanced students alike. They will have "NEKO TON", a cat art exhibit now exhibiting on their website: cat-themed-ceramics.com/kyozhitsu/ N.Y. Tugai Kyozhitsu members and friends. Participating artists include Haruko Yokokawa, Kazuo Yamamoto, Mika Nakamura, Sawano Aiko, and Yoshiko Yano.

Instructors: Japan Information Center Gallery at Sokeetsu General of Japan New York

279 Park Ave., (bet 4th & 4th St.), New York, NY 10017

Info: www.tugai.com/ TEL 212.686.0711

Performance

November 12

TOKYO TO NEW YORK Concert

The "Tokyo to New York" concert features new music composed for Western classical instruments as well as traditional Japanese instruments by NYC and Tokyo based composers. Dancers and Japanese players Thomas Percy will perform the six original compositions (performed by pianist Taka Kigawa and traditional Japanese instrument players: flauto Chao Prehumbel and Loh-Loh-Loh-Loh).

Instructors: David Cultural Institute

124 W. 34th St. (bet 5th & 6th Ave.), New York, NY 10018

TEL 212.645.0800 / www.loni.org

November 13

Sentury Jazz Branch with U.S.A.

Blue Note Jazz Club

New York based Japanese jazz singer U.S.A. will come

back to Blue Note Jazz Club's Century Jazz Branch series. She will perform original songs from her latest album, *ecology*, which expresses sentiments feelings with a blend of standard jazz and Brazilian heart. U.S.A.'s group includes Jorge Contreras (saxophone & flute), Mike Alves (p), Juana Maria (bass), Ben Zetser (drums) and Ivonne Pina (vocals).

Location: 121 W 3rd St., New York, NY 10012

www.blue-note.com/TEL 212.475-4242

info: www.kojiaz.com

Film/Workshop

November 2 – December 1

China Overseas Festival

Asia Society

The Asia Society presents the third China Overseas Festival, offering a series of activities from emerging filmmakers and celebrated Chinese directors. The highlights this year are *Marguerite Simeone's* *Dayana Yun* (presenting her second semi-biographical feature *A Simple Goodbye* (2015) and *Sonnet* (2016)), *presenting Asia* (2015) a film about a Tibetan family in the aftermath of the Cultural Revolution. The series also includes a significant 4K digital restoration by *cinematographer* *Ritwata* of director *Xie Jia's* period of *tragic* *cinema* in pre-Revolution China. *Stage* *Set* (1994). Tickets and the full schedule are available online or at the box office.

Location: 215 Park Ave., (bet 7th & 7th St.)

New York, NY 10017

TEL 212.337.3311 / www.asiasociety.org/asia

November 4–

It's a J! Documentary Film about YOSHINO

Alamo Drafthouse Cinema

Having sold over 30 million copies and albums combined, J. Japan is probably the most successful Japanese rock

band active. *It's a J!* directed by *Osamu* *Yoshino* *documentary* *film* *phenomenon* *chronicles* *the* *band's* *celebrating* *milestones* *and* *unforgettable* *history* *over* *the* *past* *three* *decades*. *The* *film* *celebrates* *with* *preparations* *for* *their* *breakthrough* *mainstream* *concert* *at* *New* *York's* *legendary* *Madison* *Square* *Garden*.

Location: 481 6th St., (bet 6th Ave. & 6th Ave. S.)

Admission: \$15

Info: www.itsaj.com



November 18 & 29

Japanese Temple Cuisine Workshop

New York Zenodo

New York Zenodo, a Rinzai Zen practice center has offered an opportunity to experience authentic Zen practice since 1965. The center hosts two sessions of cooking workshops about Shojin Ryori, Japanese temple cuisine. Participants can learn how to prepare Shojin Ryori in a beautiful temple setting. For more information, call or visit the center.

Location: 232 E. 6th St., (bet 2nd & 3rd Ave.), New York, NY 10003

TEL 212.464.4331 / www.nyzenodo.org

www.dharma.org/nyzenodo/

Happenings

Changes the World with Design

TABLE FOR TWO

TABLE FOR TWO (TFT), a non-profit organization that aims to reduce obesity and hunger issues, is holding a campaign during the UN's World Food Day 2016 from Oct. 11 to Nov. 30. The campaign promotes healthy Japanese food and aims to provide 1 million meals to children in need by featuring popular Japanese food "teriyaki" in events in New York City, Washington DC, Texas and California. In New York City, TFT has a booth at Japan Fest, allowing attendees to learn to make teriyaki and post photos of their creations at

the TFI interactive website with hashtag #ChopsticksNY. For each photo posted, 5 school meals will be delivered to children in need. TFI will also sell donated products. All the proceeds will be donated to provide school meals <http://www.tfi.org>

Saheiko Brand Sake Promotion

Akuraya Kinosuke

Opened 13 years ago, Akuraya Kinosuke is a pioneer of New York's "sakestyle" scene. From Nov. 1-30 they will hold "Sake-ers Month" featuring four kinds of Saheiko Brand sake, Daisen, Kiri, Saheiko Yamahiro, and Saheiko Yamahiro Jidori. All four sakes will be offered at discounted prices. Two daigyo class sets, Genma and Kiri, are usually served only by the bottle, but during the promotion they will be served by the carafe. There are dishes that can be perfectly paired with Saheiko sakes. **Location:** 313 E. 43rd St., (bet. 2nd & 3rd Ave.), New York, NY 10017 **TEL:** 317-447-9434 / www.aturayakinosuke.com



10% OFF Karathi Express Something for 3 Chopsticks NY Readers

Boston New York

Agencies have asked: Tokyo New York, in Midtown East, is offering Karathi Express Something for 10% off (Reg. \$180) and eat for the first 3 Chopsticks NY customers valid for new customers only and you need to mention ChopsticksNY. The tomatte is against the surface of fuzzy and curly hair by 80-90%, making it smooth without losing its volume, flexibility, shine and easy to handle. The effect lasts about 5 weeks.

Also New York

314 E. 33rd St., (bet. 2nd & 3rd Ave.), New York, NY 10017
TEL: 646-737-2030 / www.bostonny.com

First Lesson for Children and Adult Japanese Language Courses

R/Lingo Learning Center

Along the month of November, R/Lingo Learning Center at Fort Lee will offer trial lessons for their Sunday Japanese Language Courses, and for children such as Japanese study experiments and also for a Japanese Language Proficiency Test Preparation class. Classes will be conducted both in English and Japanese. For more information and reservation of the trial lesson, call or email R/Lingo Learning Center **Location:** 7940 Lenox Ave., #102-103, Fort Lee, NJ 07024 **TEL:** 201-447-0397 info@rllingo.com



Monthly Promotion 10% Off All Hair Services on Weekdays

GARDEN

On weekdays in November, GARDEN, a Japanese hair salon in West Village, will hold a promotion to offer all hair services for 10% off. At GARDEN Japanese hair stylists often fly between Tokyo and New York and strive to incorporate up-to-date styles in both cultures for each client's individual personality. They also have GARDEN original products helpful for their care at home. This monthly promotion is valid for new clients only. **Location:** 333 W. 3rd St., (bet. Greenwich & Washington St.) **TEL:** 212-647-9203 / www.garden-ny.com



Secret Course Menu Only for Chopsticks NY Readers

China Grill

During the month of November, special Asian fusion restaurant in Midtown, China Grill, creates lunch and dinner courses exclusively for Chopsticks NY readers. The Chopsticks NY menu is neither listed on their regular menu nor available online. A few simple dishes include: Roasted Wild Salmon and Shrimp Mushroom Gravy Rice. Also on Black Friday, China Grill will have an all-day happy hour. **Location:** 40 W. 34th St., (bet. 3rd & 4th Ave.), New York, NY 10018 **TEL:** 212-620-7700 / www.chinagrillrestaurant.com



20% Off All Services Exclusively for Chopsticks NY

Hair by Miya

With years of experience as top stylist and colorist in NYC and Japan, Miya Antonov has been working with celebrities and fashion shows. From Nov. 1 to 30 she is offering a 20% discount for all services for customers who mention Chopsticks NY when making an appointment.



Location: Italy St

304 E. 46 St., (bet. 2nd Ave. & Goyer St.), New York, NY 10017
TEL: 877-467-6639 / www.hair_by_miya.com

20% Off Mobile Motel Service

Telecom Square USA

Telecom Square USA has become a leader in providing secure, cost-effective services in temporary mobile connectivity and wireless broadband service in Japan. Telecom Square offers a laptop rental device to connect to Wi-Fi anywhere in 200 countries with a flat fee, unlimited data usage and allows more than five devices to connect. Until Dec. 31, Chopsticks NY readers can receive 20% off with the code "CPSTXT1" when applying online.

app@telecomsquare.us

TEL: 815-472-6200

www.telecomsquare.us



Chopsticks NY Furen Passages

Tonoko Shima Hair Salon Downtown

Tonoko Shima Hair Salon has been dedicated in providing the best hair styling for their clients with small national salons in two locations, on East 58th Street and West 14th Street. This November, the downtown location is offering a new pass package deal for Chopsticks NY readers. This package includes a hair haircut and treatment for \$130 (reg. \$185). When booking online or by phone, mention "Chopsticks Furen". **Location:** 335 W. 14th St., (bet. 3rd & 4th Ave.), New York, NY 10019 **TEL:** 446-434-6207 / www.tonokoshima.com

Free Hotting Cake Samples

Silk Canvas

Silk Canvas is a specialty cake shop that uses Asian inspired designs and original Asian flavor combinations. The chef and founder, Judy Lu, focuses passion for Asian clients with her expertise in French cuisine to create



Visit Japan Tourism Seminar Japan National Tourism Organization (JNTO)

On Sept. 18, the Japan National Tourism Organization hosted a special tourism seminar with an emphasis on the diverse travel opportunities available in Japan. Prime Minister Shinzo Abe made a surprise appearance and gave a speech about the preparations being made for the Tokyo Olympics 2020. In the panel discussion, JNTO had special guest speakers talk about the features of their home towns and how unique traveling experiences

are available.

Speakers included YOSHINO, a songwriter, drummer, pianist, and the leader of X Japan, Bobby Yellman, former MLB player, Kaori Ichi, four-time Jiyuqi gold medalist in flower archery, and Kazumi Ishikawa, the Olympic bronze medalist in table tennis.

www.jporg.org



utigen prices. From Oct. 1 to Nov. 28, Seli Cakes is offering free holiday cake samples anytime during the store business hours. Samples of their holiday cake collection include: Strawberry Cheesecake, Pumpkin Cheesecake, Apple & Almond Pear Custard Cake, Orange Peach Glazed Cheesecake with Almond Cookie Crust. Seli Cakes is also launching its own Kibdara Japanese Pumpkin Pie for the holidays.

Location: 60-H Westchester Ave., (bet 49th & 50th Sts.)
Hours: 10/1/2013
Call: 718-330-9338 / www.selicakes.com | [Facebook](https://www.facebook.com/selicakes) | [Instagram](https://www.instagram.com/selicakes)



Location: 10 Petruska Pl., (bt 25th & 26th Sts.) New York, NY 10009
TEL: 212-473-4340 | www.chopsticksny.com

Special Valued Discount Kao Shogunizae

From November 2013 to February 2017
 Chopsticks NY customers can receive a special limited discount from veteran foodservice Kao Shogunizae. For only \$18 (Reg. \$30), customers will be treated to 30 years of expertise in his art of creating individualistic styles and catering to his customer's demand. Don't forget to mention Chopsticks NY when making an appointment.

Location: 127 5th Ave., (bet 14th & 15th Sts.) New York, NY 10003
TEL: 646-224-1134



10% OFF for Chopsticks NY Readers Sangha Thai Kitchen

Sangha Thai Kitchen is a cozy dining place located in Chelsea, which serves contemporary Thai food, reflect-

ing the authentic flavors of Thailand. From Nov. 1-30, Chopsticks NY readers will receive a 10% discount off their food check. Don't forget to mention Chopsticks NY when making a reservation to receive the discount.



Location: 230 6th Ave., (bet 28th & 29th Sts.) New York, NY 10007
TEL: 212-239-4717 / www.sanghathai.com

Scissors Electric Toothbrushes for \$99 Waterside Dental Care

Dr. Farayana and Dr. Ute have over 50 years of caring for patients together. They have always provided providing personalized dental care for their patients. From Nov. 1 to Dec. 31, they're offering Philips Sonicare for \$99 (Reg. \$125).



Happenings Features

The Rice Peace Project Seminar and Tasting NPO Project 88

On Sept. 20, the NPO Project 88 presented the Rice Peace Project Seminar and Tasting. The seminar explored the role that rice plays in Japanese society and how its uses are currently expanding and evolving to meet the needs of a globalizing and emerging food culture. In response to the Tohoku 3/11 earthquake, the NPO Project 88 donated Japanese high quality rice as an emergency relief food. Developing their rice culture, non-GMO, non-pesticide, allergen-free organic and gluten-free rice products are also central to NPO Project 88 mission of helping area of peace and disaster relief in the world through rice.

The event showcased three high-quality rice types by Eco-Rice: Noronaka, Nishiki, and Koshihikari, and Shirodai as well as gluten-free and allergen-free rice cookies, created by the joint efforts of NPO Project 88 and Eco Rice for Disaster. The event is hosted by: Hiroshi Sakuma, President of Asahi Shoin, former of Onsen Sake, and Ms. Nao Takahashi, President of NPO Project 88. Also of hand were a sushi tasting prepared by Sushi Chef, Naoki Akashi using Eco-Rice and a tasting of Onsen Sake.

www.asahi-shoin.com | www.npo88project.com



Taiwan Excellence Product Showcase 2016

The Taiwan Excellence Product Showcase was held for the first time at the Time Warner Center from Sept. 22-25. Featuring over 50 award-winning products from Taiwan, leading innovation companies, the exhibition allowed visitors to experience some of the latest technology in inside sights across a range of different categories including growing companies, smart accessories, alternative transportation, and sustainable products.

Excellence Awards
 the Gold Award and the Silver Award and the Taiwan Excellence Award.

In order for the product to receive an award, it is evaluated on five key indicators: Research & Development (R&D), Design, Quality, Marketing and Made in Taiwan, plus the product is judged on its "innovation value".



Location: Time Warner Center
 300 Madison Ave., New York, NY 10017
www.taiwanexcellence.org

DEAL OF THE MONTH

Free Pair of Tickets
to Momoiro Clover Z.
Trans-America Ultra
Live Tour

November 19

PlayStation Theater



Japan's girl pop group "MEMORO CLOVER Z (MCZ)" is getting ready to kick off their Trans-America Ultra Live Tour! Founded in 2008, featuring Kimbiko Maruoka (Shiori Tanaka, Ayaka Sasaki, Mamiya Ayaka), and Rina Takagi, they have produced the new theme songs for popular anime including Pokémon, Digimon Z, Star Wars: The Force Awakens, Sailor Moon Crystal, Jashin! and more. This November, Chopsticks NY is going away one pair of tickets to MCZ's New York concert. VP tickets include the following: Special Talk Session "JUSTICE" with MEMORO CLOVER Z, a set of new behind-the-scenes video footage, an official merchandise t-shirt, VP Laminated Pass, group photo session, exclusive poster, first signed, and priority entry. Until Nov. 13, Chopsticks NY readers can send an e-mail to info@chopsticksny.com with subject line: "MCZ". Please include the following in the message: first name, last name, telephone and e-mail address.

Location: PlayStation Theater
 255 Broadway (bt 4th & 5th Sts.) New York, NY 10007
TEL: 212-330-1950 / www.playstationtheater.com | [Facebook](https://www.facebook.com/playstationtheater) | [Instagram](https://www.instagram.com/playstationtheater)

Don't miss Beard Papa's Grand Reopening



Since Beard Papa's opened its doors on the Upper West Side 10 years ago, our signature cream puffs have been loved by customers from all over New York City. We reopened our store this October with a brand new interior that is naturally bright and warm. There are also new additions to our menu that you'll love, and are sure to be new crowd pleasers at a party. Come enjoy our famous cream puffs and more.



New Items



Croque-Madame Stick

An 8 inch crisp butter crust is filled with a generous portion of fresh cream. It is easy to carry, so it'll make a great treat to enjoy on a walk.



Rice Burger

Just like our cream puffs, this rice burger is created with 'fresh and natural' in mind. It comes in two variations of chicken teriyaki and beef suajelo and only available in the U.S.



beard papa's
fresh and natural cream puffs

2167 Broadway, New York, NY 10024 (Bet. 76th & 77th Sts.)
212-799-3770 beardpaps.com @beardpaps.ny



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